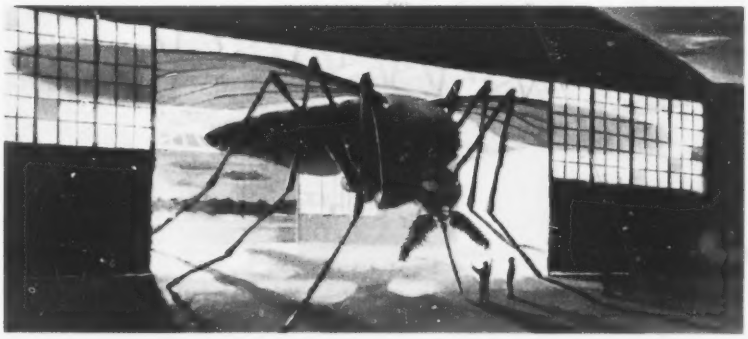
The Fifth Estate

Broadcasting Jul 2

MINNEAPOLIS-ST. PAUL AND
THE DIABOLICAL SECRET WEAPON.



Put yourself in our shoes. Here we are in what has to be one of the most civilized places in the country. Really! After all, we've got two world-class orchestras, a dozen professional theater companies, plus 951 lakes within the metro area, the fourth highest median family income* and, well, you see the problem. We could easily get half the sunbelt up here looking for condos. No thanks! So, drawing upon our extensive scientific resources, we developed this strain of super mosquitoes. These hummers have a bite that drives off all but the hardiest souls. As a result, we've managed to keep things pretty quiet around here. Except on summer nights. Did you ever hear the sound of two million people slapping themselves on the arm?

KSTP-TV 5 abc

On top of a most civilized market.

*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

53d Year 1984

FCC deregulates TV

NCAA loses grip on TV rights

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Vol. 107 No. 1

Broadcasting ϟ Jul 2

FCC deregulates TV □ CBS bows out of DBS
Wide open field on college football rights
A year's worth of Fifth Estate awards

LESS PAPERWORK □ FCC, following lead it took with radio, votes to deregulate television. Real-world effect on networks and major group broadcasters may be little. **PAGE 31.**

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Threat of DGA strike hangs over Hollywood

Negotiators are still meeting; contract expired on June 30

Hollywood began bracing last week for a possible strike by the 7,300-member Directors Guild of America following the expiration of the union's three-year industry contract last Saturday (June 30). Guild members were scheduled to meet in Los Angeles today (July 2) and in New York tomorrow (July 3) to vote on the recommendations made by their negotiators.

If the walk-out is authorized, it would be the first strike in the DGA's 50-year history and the third major labor dispute to affect the industry within the last five years. (Members of the Screen Actors Guild staged a strike during the summer and fall of 1980. The Writers Guild walked out the following spring).

Representatives of the Alliance of Motion Picture and Television Producers, negotiating for the major movie studios and commercial television networks, have been meeting with the DGA since last April to work out a new three-year agreement. Both sides have maintained an embargo on statements to the press regarding substance of the talks, which have reportedly reached an impasse over profit-sharing from home video sales.

The DGA is seeking 1.8% of wholesale videocassette sales revenues, according to a taped television broadcast to members seen in Los Angeles on June 24.

The DGA-sponsored program also said the union is seeking royalties for directors of TV pilots, TV series spin-offs and films that result in new TV series; an end to the alleged network practice of allowing non-DGA members to do some TV editing work; a "declaration of creative rights in entertainment programing and in sports and news jurisdictions" among DGA TV network members, and development of a "qualifications list" for assistant directors and stage managers in videotaped programs aimed at ending "nepotism and favoritism."

Although other entertainment industry unions have no-strike clauses in their current contracts, representatives of both the Screen Actors Guild and the American Federation of Television & Radio Artists said they would support a DGA strike and individual members could choose not to cross picket lines "as a matter of conscience."

A threatened strike by the DGA was nar-

CBS's repeats push it into first place

CBS led the prime time ratings for the week ended June 24 based solely on the superior performances of its repeat programing. And NBC, despite coming in third four nights of the week, was able to beat ABC by half a rating point for second, principally due to a first-place showing on Thursday night. Meanwhile, sports on ABC continued to be lackluster, with its *Monday Night Baseball*, although picking up momentum, still outside the top 30 shows for the third consecutive week. And a special *U.S. Olympic Trials* broadcast on Thursday at 8 p.m. pulled a 7.3/14 and ranked 61 out 63 prime time programs.

According to Nielsen's National Television Index, CBS recorded a 12.5/24, while NBC came in second with a 11.9/23 and ABC third with a 11.4/22.

Highlights of the week, night by night:

■ CBS took Monday night with an average 16.8/29.8, the highest average for a nightly win of any network during the week. A repeat of *One Day at a Time*, in the 9-10 period, recorded a 17.2/29, a rating 8% above its season average.

■ NBC had a strong win on Tuesday with repeats of its regular lineup of *A-Team*, *Riptide* and *Remington Steele*. ABC was third for the second consecutive night, steady with an 18 share during 8 to 10 p.m., but garnering a 22 share with *Hart to Hart* in the final hour.

■ ABC took Wednesday with repeats of *The Fall Guy* and the *Wednesday Night Movie*, "In The Company of Strangers."

■ Thursday saw ABC and NBC again flip with NBC, although behind CBS every half-hour between 8 and 10 p.m., moving ahead between 10 and 11 p.m. when a repeat of *Hill Street Blues* gave it nearly a five rating point and nine share point lead.

■ ABC took Friday night, although at a 12.5/25.5 it was the lowest nightly win by any network during the week. ABC won every half-hour of the night, while NBC stayed in third with an average 18.7 share. ABC's *Blue Thunder*, which is not returning to the network next season, beat *Dallas* on CBS by 0.6 of a rating point and one share point.

■ NBC started Saturday night leading by one share point over ABC with repeats of *Diff'rent Strokes* and *Silver Spoons* between 8 and 9 p.m., but ABC pulled ahead the rest of the night, averaging a 24.5 share with *Love Boat* and *Fantasy Island*.

■ CBS won Sunday night principally due to *60 Minutes*. It lost the 8 to 9 p.m. period to *Hardcastle & McCormick* on ABC and *Knight Rider* on NBC, as well as the 9 to 11 p.m. period to the *NBC Sunday Night Movie*.

Rank	Show	Network	Rating/Share
1.	[illegible]	[illegible]	[illegible]
2.	[illegible]	[illegible]	[illegible]
3.	[illegible]	[illegible]	[illegible]
4.	[illegible]	[illegible]	[illegible]
5.	[illegible]	[illegible]	[illegible]
6.	[illegible]	[illegible]	[illegible]
7.	[illegible]	[illegible]	[illegible]
8.	[illegible]	[illegible]	[illegible]
9.	[illegible]	[illegible]	[illegible]
10.	[illegible]	[illegible]	[illegible]
11.	[illegible]	[illegible]	[illegible]
12.	[illegible]	[illegible]	[illegible]
13.	[illegible]	[illegible]	[illegible]
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16.	[illegible]	[illegible]	[illegible]
17.	[illegible]	[illegible]	[illegible]
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21.	[illegible]	[illegible]	[illegible]
22.	[illegible]	[illegible]	[illegible]

Rank	Show	Network	Rating/Share
23.	[illegible]	[illegible]	[illegible]
24.	[illegible]	[illegible]	[illegible]
25.	[illegible]	[illegible]	[illegible]
26.	[illegible]	[illegible]	[illegible]
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33.	[illegible]	[illegible]	[illegible]
34.	[illegible]	[illegible]	[illegible]
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43.	[illegible]	[illegible]	[illegible]
44.	[illegible]	[illegible]	[illegible]

Rank	Show	Network	Rating/Share
45.	[illegible]	[illegible]	[illegible]
46.	[illegible]	[illegible]	[illegible]
47.	[illegible]	[illegible]	[illegible]
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60.	[illegible]	[illegible]	[illegible]
61.	[illegible]	[illegible]	[illegible]
62.	[illegible]	[illegible]	[illegible]
63.	[illegible]	[illegible]	[illegible]

*Indicates premiere episode

now withdraw with approval of this application. Action April 13.

■ Anchorage—Granted app. of Airwaves Ltd. for 97.3 mhz, 25 kw, HAAT: minus 15 ft. Address: 1005 Potlatch Circle, Anchorage 99053. Principal is equally owned by Janice I. Bowman, John A. Ray, Lynn (Sunny) Carpenter and Patrice S. Gerster. None have other broadcast interests. Action June 15.

■ Juneau, Alaska—Returned app. of Locher Development Corp. for 100.7 mhz, 50 kw, HAAT: minus 982 ft. Action June 20.

■ Miami, Ariz.—Granted app. of William D. Taylor for 98.3 mhz, 3 kw, HAAT: minus 358 ft. Address: 200 South Laurel, Ontario, Calif. 91761. Principal has no other broadcast interests. Action June 19.

■ Soldotna, Alaska—Dismissed app. of King County Broadcasters for 96.5 mhz, 100 kw, HAAT: 258 ft. Address: Box 527, Soldotna, Alaska 99669. Principal is owned by Sally Blakeley (75%) and husband, Norman (25%). Action June 19.

■ Los Angeles—Dismissed app. of Sandusky Newspapers Inc. for facilities of KRTH(FM) Los Angeles; 101.1 mhz, 58 kw, HAAT: 2,880 ft. Address: 4460 Morrison Road, Denver 80219. Principal is headed by Dudley A. White, chairman. It owns daily newspapers in Sandusky and Norwalk, both Ohio, and Grand Haven, Mich. It also owns four AM's and seven FM's. Action June 18.

■ Villa Grande, Calif.—Returned app. of Ninety One FM Inc. for 90.9 mhz, 150 w, HAAT: 36 ft. Action June 12.

■ Marathon, Fla.—Returned app. of Kevco Broadcasting for 97.7 mhz, 3 kw, HAAT: 120 ft. Action June 11.

■ Marco, Fla.—Returned app. of Marco Island Broadcasting Co. for 92.7 mhz, 3 kw, HAAT: 259 ft. Action June 11.

■ Augusta, Ga.—Granted app. of Augusta Radio Fellowship Institute Inc. for 89.3 mhz, 3.25 kw, HAAT: 800 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is noncommercial corporation headed by C.T. Barinowski, who has no other broadcast interests. Action June 18.

■ Agana, Guam—Granted app. of Radio K-57 Inc. for 97.5 mhz, 3 kw, HAAT: 991 ft. Address: Box GM, Agana, Guam 96910. Principal is owned by Rick Wall (85%), Jon A. Anderson (10%) and Andrew N. Gayle (5%). It is also licensee of co-located KGUM(AM). Action June 18.

■ Charleston, S.C.—Granted app. of Family Stations Inc. for 88.5 mhz, 31.6 kw, HAAT: 581 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programing. Action June 15.

■ Waco, Tex.—Returned app. of Waco Educational Broadcasting Foundation for 90.7 mhz, 300 kw, HAAT: 75 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Lawyer: F. Joseph Brinig. Principal is charitable trust headed by R.L. Whitworth, Waco minister. Action June 18.

■ Trempealeau, Wis.—Granted app. of Greater Trempealeau Broadcasting Co. for 105.5 mhz, 1 kw, HAAT: 530 ft. Address: 413 Oak Avenue, South Onalaska, Wis. 54650. Principal is owned by W. Louis Lonnquist, who has no other broadcast interests. Action June 18.

TV's

■ Burlington, Iowa—Granted app. of Burlington Broadcasting Co. Ltd. for ch. 26; ERP: 54.3 kw vis., 5.43 kw aur., HAAT: 315.4 ft., ant. height above ground: 232.8 ft. Address: P.O. Box 1105, Burlington 52601-1105. Principal is owned by Steven S. Hoth, who has no other broadcast interests. Action April 23.

■ Burlington, Iowa—Dismissed app. of Metro Program Network Inc. for ch. 26; ERP: 4,083 kw vis., 408 kw aur., HAAT: 1,090 ft.; ant. height above ground: 1,031 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa. Principal is owned by Gerald Fitzgerald, president, who is applicant for seven TV's. Action April 23.

■ Cumberland, Md.—Returned app. of Cumberland Broadcasting for ch. 52; ERP: 5 kw vis., 5 kw aur.; HAAT: 1,800 ft.; ant. height above ground: 190 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Paul Goodson (51%) and P.M. Shanley (49%). Action April 9.

■ Cumberland, Md.—Returned app. of Woodberry Broadcasting for ch. 65; 1 kw vis., 1 kw aur., HAAT: 1,795 ft.; ant. height above ground 1,610 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Johnnie B. Woodberry. Action April 9.

■ Santa Fe, N.M.—Returned app. of Santa Fe Broadcasting for ch. 19; ERP: 5 kw vis., 5 kw aur., HAAT: 242 ft.; ant. height above ground: 297 ft. Address: Box 381, Syracuse, N.Y. 13201. Principal is owned by Vernice Boozer (51%) and Gary Shanley (49%). Action April 9.

■ Texarkana, Tex.—Granted app. of Powell Broadcasting Co. for ch. 17; ERP: 665 kw vis., aur. 66.5 kw; HAAT: 277 ft.; ant. height above ground: 286 ft. Address: 100 Dania Circle, Lehigh Acres, Fla. 33936. Principal is owned by Harry C. Powell. Action Apr. 23.

■ Fredericksburg, Va.—Returned app. of Fredericksburg Broadcasting for ch. 69; ERP: 5.5 kw vis., 6 kw vis., HAAT: 794 ft.; ant. height above ground: 794 ft. Address: P.O. Box 381 Syracuse, N.Y. 13201. Principal is equally owned by Zeather Willis, Peggy Nicholson, Vernice Boozer and P. Michael Shanley. Action April 9.

■ Bellevue, Wash.—Returned app. of Bellevue Broadcasting for ch. 33; ERP: 5 kw vis., 5 kw aur., HAAT: 1,750 ft.; ant. height above ground: 300 ft. Address: Box 381, Syracuse, N.Y. 13281. Principal is owned by Zeather Willis (51%) and William Gault (49%). Willis also has interest in applicants for new TV's at Fredericksburg, Va., and Jackson, Mich. Gault also has interest in applicants for new TV's at Lewiston, Me.; Alpine, Tex.; Greenville, Miss., and Billings, Mont. Action April 9.

Ownership changes

Applicatons

■ WSWS-TV Opelika, Ala. (ch. 66; ERP vis. 794.3 kw, 79 kw aur.; HAAT: 679 ft.)—Seeks assignment of license from RCH Broadcasting to Robert R. D'Andrea for $2,440,000 note. Seller is owned by R.C. Hilton, who also owns WSMF(TV) [CP] Florence, S.C. Buyer is officer of nonprofit licensees of ch. 52 Cocoa and ch. 22 Clearwater, both Fla. He is also app. for new TV in Palm Beach, Fla. Filed June 15.

■ WKTZ-AM-FM Jacksonville, Fla. (AM: 1220 khz, 1 kw; FM: 96.1 mhz, 100 kw, HAAT: 830 ft.)—Seeks assignment of license from Beck-Ross Communications Inc. to The Kravis Co. for $3.5 million, comprising $1.5 million cash, $500,000 note and assumption of liabilities of approximately $1.5 million. Seller, based in Rockville Centre, N.Y., is owned by Martin F. Beck and George H. Ross. They also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. Buyer is owned by George R. Kravis II, who also owns KGTO(AM)-KRAV(FM) Tulsa. Filed June 21.

■ WKIO(FM) Urbana, Ill. (103.9 mhz, 3 kw, HAAT: 145 ft.)—Seeks assignment of license from Macomb Broadcasting Co. to WKIO Inc. for $165,000, comprising $165,000 cash and assumption of debt not to exceed $1,368,000. Seller is owned by William A. Earman, who has no other broadcast interests. Buyer is owned by Sharad Tak; his wife, Mahinder, and his brother, Chandra. They also have app. to acquire KTBY-TV Anchorage. Filed June 21.

Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WKIC(AM)-WSGS(FM) Hazard, Ky. (AM: 1390 khz, 5 kw-D; FM: 101.1 mhz, 100 kw, HAAT: 1,150 ft.)—Seeks transfer of control of Mountain Broadcasting Inc. from W.G. Coal Sales Inc. (50% before; none after) to Ernest Sparkman (50% before; 100% after) for $500,000 cash. Seller is owned by Elmer Wittaker and L.D. Gorman who have no other broadcast interests. Buyer is also owner of 12.5% of CP for new AM in Flemingsburg, Ky. Filed June 18.

■ WKHM(AM)-WJXQ(FM) Jackson, Mich. (AM: 970 khz, 1 kw-U; FM: 106.1 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Patten Broadcasting to JXQ-KHM Associates for $2,965,000 cash. Seller is owned by Myron P. Patten, who also owns KAAR(AM) Vancouver, Wash. Buyer is owned by Wayne R. Stakey, also known as Jim T. Ryan, vice president of programing at Patten Broadcasting, who has no other broadcast interests. Filed June 18.

■ KREN-TV Reno (ch. 43; ERP vis. 877 kw, aur. 171 kw; HAAT: 2,930 ft.; ant. height above average terrain: 90 ft.)—Seeks assignment of license from High Country Communications to Sante Broadcasting Co. for sum not to exceed $60,000. Station is unbuilt CP; purchase price will be "reasonable and prudent expenses" as determined by FCC. Seller is owned by Sheila Thomas (89%) and William Raggio (10.1%). It has no other broadcast interests. Buyer is principally owned by Chester Smith and his wife, Naomi (51% jointly), and nine others. They also own KCSO(TV) Modesto and KCBA(TV) Santa Maria, both California. It is also partner with Raul and Consuelo Palazuelos for new UHF in San Luis Obispo, Calif. Filed June 20.

■ WENU-FM Hudson Falls and WGFN(AM) South Glens Falls, both N.Y. (AM: not on air; FM: 101.7 mhz, 3 kw, HAAT: 31 ft.)—Seeks transfer of control of Premier Broadcasting Corp. from Carlton R. Reis (47.17% before; 25% after) and Joyce L. Jennings and Althea Quarters (2.8% each before; 1.5% each after) to Augustine M. Cawley (47.17% before; 75% after) for no consideration. Sellers have no other broadcast interests. Buyer inadvertantly acquired control of station through stock purchase option for services rendered. He has relenquished control temporarily, and is now applying for FCC approval. He is broadcast consultant and GM of station, with no other broadcast interests. Filed June 18.

■ WLOE(AM)-WSRQ(FM) Eden, N.C. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 27 kw, HAAT: 96 ft.)—Seeks assignment of license from Carolina-Virginia Broadcasting Co. to Colonial Broadcasting Co. for $1 million cash. Station was originally sold to Joyner Radio Corp. It has withdrawn that app. and is superceded by instant app. Seller is owned by Mary Ann Bohi, who has no other broadcast interests. Buyer is owned equally by brothers, Robert E., James K., and Thomas H. Lowder. They also own WLWI-FM Montgomery, Ala.; WOWW-FM Pensacola, Fla., and WUSY-FM Cleveland, Tenn. Filed June 21.

■ KWVR-AM-FM Enterprise, Ore. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: minus 650 ft.)—Seeks assignment of license from Tristar Communications Corp. to Wallowa Valley Broadcasting Corp. for $266,700, comprising $35,000 cash and remainder in note. Seller is owned by Thomas F. Erickson (51%), and his wife, Monica (49%). It also owns Tristar cable, operator of cable system in Wallowa Lake, Ore. Buyer is owned by Lee D. Perkins (51%) and his wife, Carol-Lee (49%). He is station manager of KTOY-FM Tacoma, Wash. Filed June 25.

■ WBLP(AM) Fairview, Tenn. (850 khz, 500 w-D)—Seeks transfer of control of BLP Inc. from stockholders (100% before; none after) to Paul F. Durham (none before; 100% after) for $300,000, comprising $30,000 cash, assumption of 113,600 debt, and $50,000 noncompete agreement, and remainder note. Seller is owned by James Parker, Samuel Warden, James T. Williams, John A. Lampley, Douglas Warden, Kendall Thomas, Connie Williams and Fred Hicks, who have no other broadcast interests. Buyer is Fairview clergyman with no other broadcast interests. Filed June 21.

■ WDSM(AM)-KZIO(FM) Superior, Wis. (AM: 710 khz, 10 kw-D, 5 kw-N; FM: 102.5 mhz, 100 kw, HAAT: 600 ft.)—Seeks assignment of license from Ridson Inc. to WDSM/KZIO Inc. for $1.3 million, comprising $400,000 cash, $100,000 noncompete and remainder in note. Seller is owned by Robert B. Ridder Jr. (51%) and his father, Robert, who has no other broadcast interests. Buyer is owned equally by Patricia McNulty and Kenneth Buehler. They are presently employed by station and have no other ownership interests. Filed June 18.

Facilities Changes

Applications

AM's

Tendered

■ WPLP (570 khz) Pinellas Park, Fla.—Seeks CP to in-